

Each Mind Matters: California's Mental Health Movement

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Today's Objectives:




- 1) Understand the scope and effectiveness of CalMHSA's Statewide PEI Project
- 2) Identify Californians' knowledge and attitudes around mental illness and stigma

Proposition 63 and the California Mental Health Services Authority


A 2004 California Voter-Approved Initiative (Prop 63) initiated an average of \$1 billion in annual funds to support community-based mental health services

Seeks transformation from a system driven by crisis to one that focuses on prevention, early intervention, wellness and recovery, and reducing disparities

Counties through CalMHSA implement statewide prevention programs



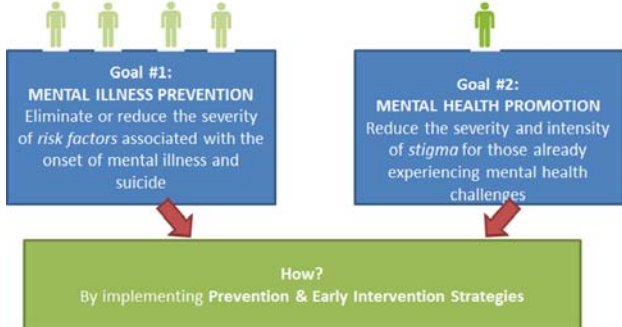
Nearly 15 years ago the US surgeon general identified the stigma of mental illness as the formidable obstacle to progress in improving mental health.



WELLNESS · RECOVERY · RESILIENCE

3

Statewide PEI Project



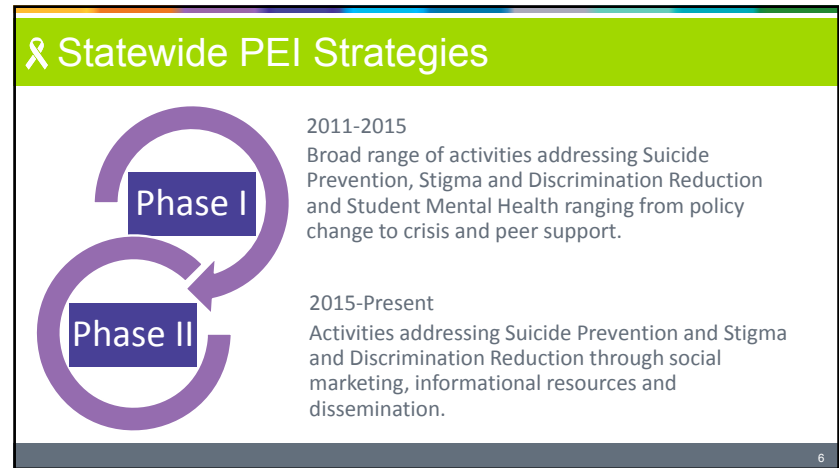
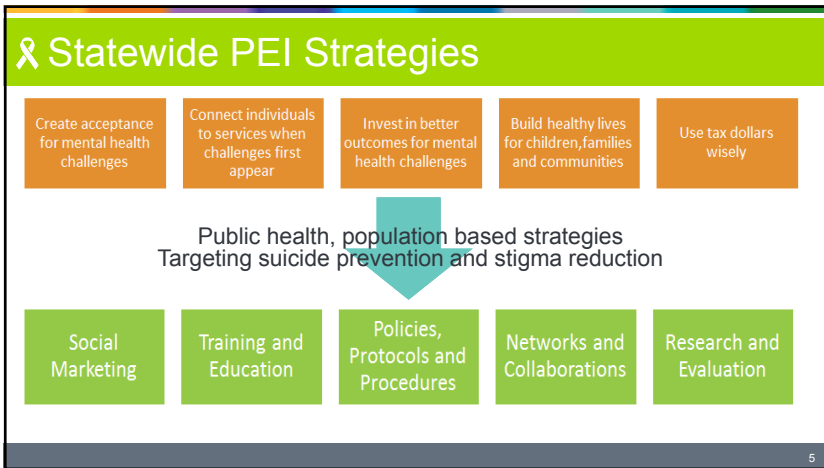
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graph TD; G1[Goal #1: MENTAL ILLNESS PREVENTION  
Eliminate or reduce the severity of risk factors associated with the onset of mental illness and suicide]; G2[Goal #2: MENTAL HEALTH PROMOTION  
Reduce the severity and intensity of stigma for those already experiencing mental health challenges]; H[How?  
By implementing Prevention & Early Intervention Strategies]; G1 --> H; G2 --> H;
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Goal #1: MENTAL ILLNESS PREVENTION
Eliminate or reduce the severity of risk factors associated with the onset of mental illness and suicide

Goal #2: MENTAL HEALTH PROMOTION
Reduce the severity and intensity of stigma for those already experiencing mental health challenges

How?
By implementing Prevention & Early Intervention Strategies

4



Statewide PEI Evaluation

RAND Corporation was selected to carry out the evaluation of PEI programs across the state

Major Aims:

- Evaluate individual program and activity outcomes
 - Reach
 - Short-term
- Establish and monitor population surveillance
 - Prevalence
 - Tracking
- Assess the return on investment of program implementation

7



Program and Activity Outcome Evaluation

8

🎗️ Each Mind Matters Campaign


Each Mind Matters: California's Mental Health Movement is a social marketing campaign which includes:

- Online materials and advertising
- TV/radio advertising
- Educational resources like training materials, toolkits, guides and fact sheets
- Posters and flyers
- TV documentary film
- Grassroots outreach and engagement
- Lime green ribbon awareness campaign




🎗️ Each Mind Matters Evaluation


MEDIA To date, **58% OF CALIFORNIANS HAVE BEEN REACHED** by Each Mind Matters media campaigns.




24,000+ were reached through **1,000+** SPEAKERS BUREAU PRESENTATIONS





To date, EachMindMatters.org boasts **387,000+ PAGE VIEWS**. **24,000+ PEOPLE VIEWED** the Documentary online.



Over **\$1 Million** given back to local communities in mini-grant programs.



3.8 MILLION


More Momentum

3.8 million Californians (or 13% of Californians surveyed) saw someone wearing a lime green ribbon, and almost half of those had a **conversation about mental health because of the green ribbon.**

Know the Signs Campaign

Know the Signs is a Suicide Prevention social marketing campaign with the overarching goal to increase Californians' capacity to prevent suicide by encouraging individuals to know the signs, find the words to talk to someone they are concerned about, and to reach out to resources.

- Online and TV/radio advertising
- Print and outdoor (buses, billboards, etc.) advertising
- Outreach brochures, posters and tent cards
- Toolkits and guides



Know the Signs Evaluation

The Know the Signs campaign is a statewide suicide prevention effort with the goal to empower Californians to know the warning signs for suicide, find the words to offer support to others, and reach out to resources.

Impact and Reach of the Statewide Know the Signs Campaign

- 1,069,055** Suicide prevention brochures distributed to 885 organizations in California, 455,047 outreach materials were in English, 596,017 in Spanish, and 373,911 in other languages including Chinese, Vietnamese, Tagalog, Hmong, Lao, Korean and Chinese.
- 1,100,410** Unique visitors to suicidopreventable.org and suicidopreventable.org
- 36 million** Views of online suicide prevention video ads
- 40-45%** Of households in each county were reached an average of 8-12 times during the campaign period from Nov 2012 through Feb 2013 and Nov 2013 through Feb 2014 and Sept 2013 through Feb 2014.
- 53%** value added that equated approximately **\$3,157,020** in gross radio media.
- 50%** One half of Californians were exposed to Know the Signs materials and those exposed to the campaign reported higher levels of confidence to intervene with someone at risk for suicide. The campaign was selected by an expert panel to be aligned with best practices and one of the best media campaigns on the subject.



Know the Signs Evaluation

Two statewide media buys including TV ads, print and online ads, outdoor media and theater ads, resulted in **1,088,720,488** impressions. Approximately **40-45%** of all households in each county were reached on average **8-12** times.

Over half of Californians that participated in two statewide population surveys reported being exposed to the campaign. Individuals exposed to the campaign had higher confidence to intervene with those at risk for suicide and were significantly more likely to report higher levels of knowledge and intervention efficacy.

1,100,410 visits to the campaign websites

36 million total completed views for online video ads

53% value added that equaled approximately **\$3,157,020** in pro bono media.

The media campaign is focused on reaching "helpers", those in a position to recognize warning signs and offer support, with special emphasis on helpers of middle-aged

Know the Signs Spanish Language Outreach Program

El Rotafolio suicide prevention trainings

- A targeted outreach project to address California's low-literacy Spanish-speaking community
- Utilized a suicide prevention flipchart with leave behind materials to train Community Lay Workers, such as promotores

EL SUFRIMIENTO NO SIEMPRE SE NOTA

RECONOZCA LAS SEÑALES
El Suicidio Es Prevenible

WIKIPIEDIA
VERGARA
BUSQUE AYUDA

14

Know the Signs Spanish Language Outreach Program Evaluation

El Rotafolio suicide prevention trainings: Findings

- Pre/post surveys find that the outreach presentation is effective in changing beliefs and attitudes about suicide

Changes in Attitudes and Beliefs About Suicide
Increase from pre to post in the percentage of participants that agree or strongly agree with statements about suicide prevention.

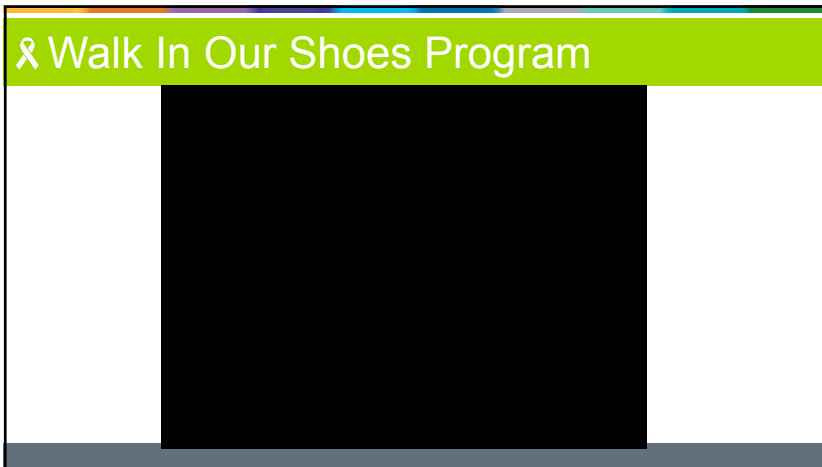
Suicide is preventable. (n=1428)	66% to 94%
People who tell of attempts to kill themselves usually show warning signs. (n=1428)	57% to 93%
Many you heard of National Suicide Prevention Lifeline. (n=1333)	30% to 92%
If a friend or family member is feeling suicidal, I know where I can seek help for them or her. (n=1418)	42% to 95%
I know if a suicidal crisis line that I can call for help and support. (n=1413)	37% to 96%
If a friend or family member was having thoughts about suicide, I would express my concerns to them. (n=1423)	83% to 96%

Percentages based from responses on a 5-point scale. ** Strongly Disagree. ** Strongly Agree.

Walk In Our Shoes Program

The Walk In Our Shoes school-based performance utilizes real stories from teens and young adults to teach youth (targeting ages 9-13) about mental wellness and reduce stigma associated with mental illnesses by de-bunking myths and educating youth.

- School-base theatrical performance
- Classroom activities, facilitation guide and lesson plans
- Discussion guide for parents



Walk In Our Shoes Evaluation

Survey Results: We asked teachers and administrators at each school campus on the tour how the program had impacted their student body.

- **60%** saw a positive change in behavior among students
- **73%** reported that their students had not been previously exposed to the topic of mental health at school
- **84%** reported that the performance started a conversation about mental health
- **88%** felt that the performance was successful in educating students about the stigma of mental illness
- **98%** felt that the performance was relevant to California's diverse student population
- **100%** would recommend the performance to another school

significantly HIGHER KNOWLEDGE LEVELS

NORC conducted a survey of the 2013 Walk In Our Shoes activities and found among youth who were exposed to the events. Similarly, in a post-evaluation of the 2013 Walk In Our Shoes performances, Research And Development (RAND) FOUND SIGNIFICANT POSITIVE IMPROVEMENTS in attitudes and knowledge of mental health.

& Directing Change Program

The Directing Change Program and Film Contest encourages youth to learn about the topics of suicide prevention and mental health through the creation of **videos** addressing these topics.

- 1) **Students** are exposed to educational materials and messaging standards
- 2) **Community judges** are trained on messaging standards
- 3) **Participating Schools** are provided with stigma reduction and suicide prevention programming



& Directing Change Program

Directing Change Evaluation: Participant Pre/Post Survey

Participation in Directing Change is the catalyst to increase conversations about mental health and suicide prevention in families, schools and communities.
Schools have implemented awareness weeks, broadcasts and assemblies on these topics and films have been integrated into classroom curriculums.


- 87%** Proportion of youth who agreed that as a result of the contest they have a better understanding of the warning signs of suicide and what to do if they are concerned that a friend is thinking about suicide.
- 95%** Proportion of young people who pledged to support a friend experiencing mental health challenges.
- 88%** Proportion of teachers who agreed that the contest stimulated discussion among students about mental health and suicide prevention.
Based on 227 student and 27 teacher responses from online survey, April 2016.
- 479** Judges that have been trained; drawn from fields in which their level of understanding regarding appropriate messaging for suicide prevention and mental health has the greatest greatest potential for impact.

“The Directing Change Program and Film Contest has given me the opportunity to research and discover what it’s like living with a mental illness. Doing the research has been an eye-opener to what some people go through. I hope that these films inspire people to get the help and support they need to live a longer and happier live.”
 -Student Participant, Madera County

“My team and I didn’t realize the true impact our film could have until we heard from a friend who shared that the film influenced his decision not to attempt suicide. It truly touched me and I now try to share more information about suicide prevention.”
 -Student Participants, San Bernardino County

Directing Change Evaluation: Cross Section Case-Control Study

There were **significant differences** between cases and controls. Evidence indicated knowledge, attitudinal and behavioral outcomes prevent among youth who participated in the program **even 6 months after participating in the program**



NORC
 UNIVERSITY OF CALIFORNIA


🎗️ Directing Change Program



🎗️ Other Elements of the Statewide PEI Project

Aside from these evaluated programs, the Statewide PEI Project implemented a variety of other activities and expanded upon existing programs, such as:

- Technical assistance in suicide prevention and stigma reduction
- Trainings (Kognito, ASIST, safeTALK, QPR, MHFA, NAMI)
- Supporting policy and protocol development
- Expanding the reach and capacity of crisis centers
- Fostering statewide and regional networks and collaborations



Population Surveillance

25

Statewide Surveillance Baseline

90% of Californians living with psychological distress report some measure of discrimination

69% of Californians would definitely or probably hide a mental health problem from coworkers or classmates

“Those experiencing PSYCHOLOGICAL DISTRESS may find it more difficult to secure a job, rent a home or form close relationships.”

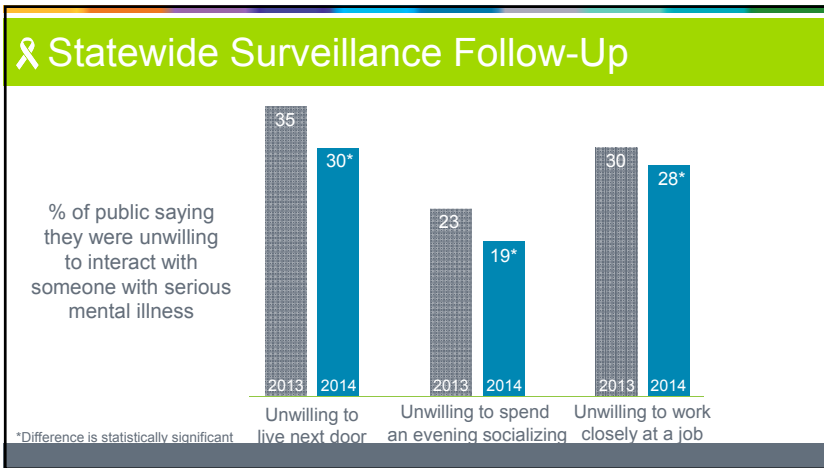
US Department of Health and Human Services, Mental Health: A Report of the Surgeon General, 1999

Over **3 IN 10** of those surveyed had been touched by CalMHSA

CalMHSA is on target to reach **9 IN 10** Californians most at risk for mental health concerns

“Our findings indicate the clear need for stigma and discrimination reduction efforts in the state of California.”

- RAND Corporation



Statewide Surveillance Follow-Up

California Mental Health Services Authority (CalMHSa)
EFFORTS ARE WORKING

In a one year period, the RAND California Statewide Survey found that Californians became more aware of stigma and more accepting and supportive of those with mental health challenges. Across the state, people are taking action, speaking up and reaching out to help when they see someone struggling.

+1.5 MILLION

More Inclusion

Nearly 1.5 million more Californians (a 9% increase year-over-year) are willing to socialize with, live next door to or work with people who have mental health challenges.

3.8 MILLION

More Momentum

3.8 million Californians (or 13% of Californians surveyed) saw someone wearing a lime green ribbon, and almost half of those had a conversation about mental health because of the green ribbon.

+600,000

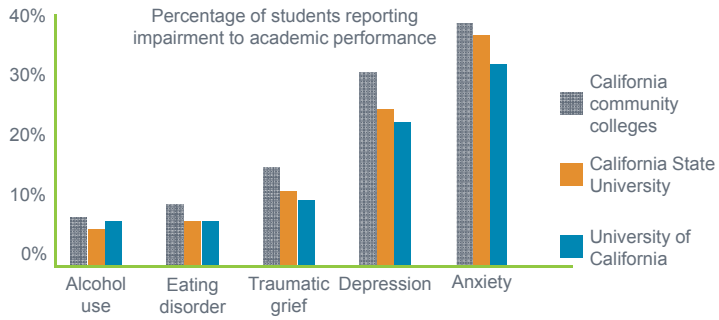
More Support

Approximately 600,000 additional Californians (a 2% increase year-over-year) provided emotional support to someone with a mental health challenge.

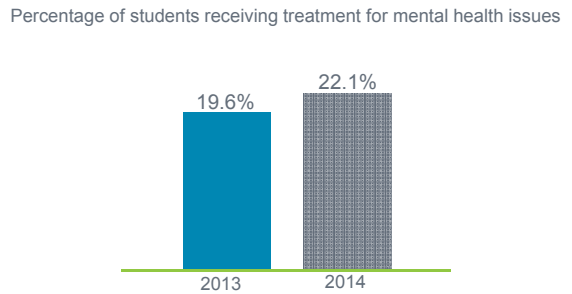
"It is clear that the methods in use by the SDR [Stigma and Discrimination Reduction] Initiative have the potential to touch the lives of every Californian."

-RAND Corporation

Higher Education Surveillance Baseline



Higher Education Surveillance Follow-Up





Return on Investment Evaluation

31

Reducing Stigma is a Strong Investment



15.4% more Californians exposed to Each Mind Matters turn to help for mental health challenges

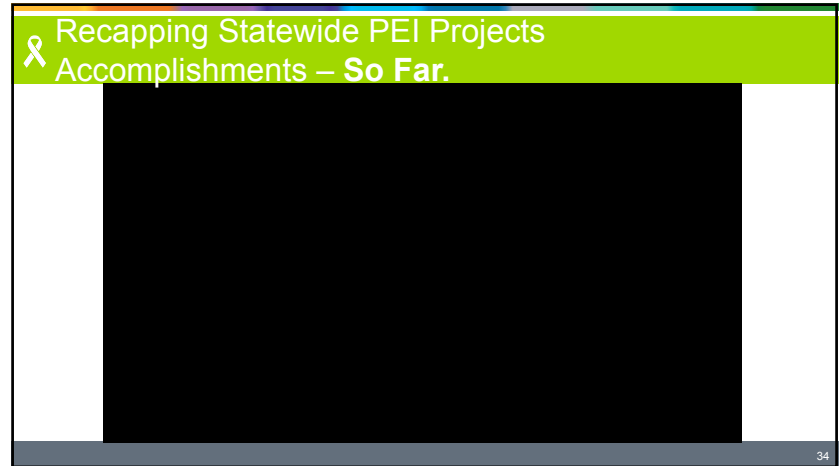
With mental health services, productivity and employment outcomes improve.


\$1.5 billion in estimated positive benefits to California

For each **\$1** invested in Each Mind Matters...

- \$1,251** Society in higher wages and lower social costs
- \$36** State government in increased tax revenues

32



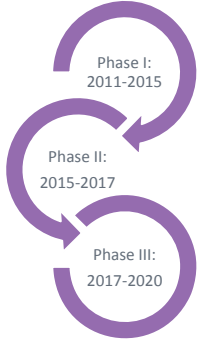


Where does CalMHSA go from here?

35

🎗 Statewide PEI Project – Phase III

During Phase III, the Statewide PEI Project will:



- 1) Implement the Each Mind Matters, Know the Signs, Directing Change, and Walk In Our shoes
- 2) Focus on disseminating, outreaching and creating new resource materials for Latino communities throughout California
- 3) Continue statewide surveillance efforts and program-specific evaluation

Join the Movement!

Get Involved

Speak Up

Spread the Word

Share Your Story

Stories

37

Bookmark us!

EachMindMatters.org
SuicidelsPreventable.org
YourVoiceCounts.org
WalkinOurShoes.org
DirectingChange.org

<http://catalogue.eachmindmatters.org>

SanaMente.org
ElSuicidioEsPrevenible.org
PonteEnMisZapatos.org

Twitter: @eachmindmatters
 Facebook.com/eachmindmatters
 Instagram: eachmindmatters

Funded by counties through the voter-approved Mental Health Services Act (Prop. 63).

38



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WELLNESS - RECOVERY - RESILIENCE